

# CHICKEN TENDERLOINS



## Choosing the Perfect Tenderloin.

Your patrons demand tenderloins—the most premium part of the chicken breast. But do you know how to identify a real one? And then, do you know which variety is right for you? With Tyson®, you will. We give you all the information necessary to spot genuine tenderloins, understand marination levels, choose among breading and batter styles, and find the perfect tenderloin for your needs from our vast selection.



*Chicken Parmigiana featuring Spicy  
Home-Style Tenderloins (Code #2580)*

*Individually frozen, ready-to-cook and fully cooked whole-muscle tenderloins*



# Why Serve Chicken Tenderloins?

## Profit/sales potential

- Handheld foods are some of the fastest-growing menu items.
- Appetizers are the most demanded new menu additions. Nine out of 10 establishments menu some type of appetizer.\*
- Tenderloins and similar chicken products are the most frequently menued appetizers in foodservice—55% of operators menu.\*
- Tenderloins and other similar breaded chicken products are the top-selling appetizers in foodservice—#1 in 8 out of 10 segments.\*



Ready-to-Cook Strips of Fire™ Breaded Chicken Breast Strips (Code #8335)

- More chicken-based appetizers were added to menus in the second half of '97 than any others.†

## Superior quality

- Tenderloin is the premium, most tender part of the chicken.
- Safety ensured since Tyson vertical integration controls it every step of the way.

## Versatile

- Menu as appetizers, stand-alone entrees, and sandwiches, or on top of pasta or salad entrees and more.

\*Restaurants & Institutions, 1997 Menu Census †Chain Account Menu Survey Report, December 1997

## Product Details



## What Is the Difference Between a Tenderloin, Tender and Strip?

With its exceptional tenderness and flavor, the **tenderloin** is truly the finest part of the chicken breast. However, the word "tenderloin" is often used interchangeably with the terms tender and strip, which

convey a different type of meat cut and level of tenderness, appearance, and shape. Here's how to tell the difference among classifications and get the product best suited to your menu and patrons.

### TENDERLOIN



A hand-pulled whole-muscle product that's the premium, most favored part of the chicken breast. Located next to the breastbone under the larger breast muscle, this small breast muscle yields a consistent teardrop shape.

### TENDER



Refers to either a whole-muscle or formed product made with chicken breast meat—though not necessarily tenderloin meat. Its size and shape may vary, though sometimes a formed tender will imitate a tenderloin's teardrop shape.

### STRIP



Chicken meat from the breast or leg that's been cut or formed into strips. Size and shape of strips can vary. Strips are not usually in a teardrop shape.



## Compare Tenderloin Costs

Buying tenderloins with the lowest case cost can be a good value. But frequently, purchasing tenderloins with the lowest piece cost is an even better value. So how do you decide if you're really making the best purchase decision? It all depends on how you use the products. That's why Tyson offers these two primary tenderloin categories—both ideal for appetizer and entree applications—to suit your different usage needs.

### Medium Breaded Tenderloins

These popular-size tenderloins offer high piece count per case and give you the flexibility to menu a wide range of portion sizes. And, with average piece costs up to 10¢ lower than larger tenderloins, they're the best value for operators who base servings on a high number of pieces.

### Large Breaded Tenderloins

Large tenderloins have the most economical case cost, and their size and higher piece cost suit applications where a low number of tenderloins per serving is desirable.

## Marination

Tyson chicken tenderloins are vacuum-marinated, a process that ensures that all products have a uniform flavor and moisture throughout the meat and can hold for extended periods.

Marination levels are described as a percentage of the total product weight. For optimal flavor and texture, select tenderloins with 8% to 15% marination. For greater economy and holding performance, try tenderloins with a higher marination level. Marination levels of each tenderloin are available in the Product Varieties, Specifications, and Nutritional Information chart.

## Breading/Batter Profiles

### CLASSIC BREADING

A consistent, uniform breading appearance on both sides.



### HOME-STYLE BREADING

A home-style breading that has a hand-breaded appearance that is obtained by tumbling tenderloins in breading mix.



### BATTERED

Dipped in a light batter to create a smooth, crisp texture.



### UNBREADED

Flavor-Redi® tenderloins marinated in mild seasonings.



Note: Breaded and battered tenderloins are available in fritter and nonfritter varieties. Fritters have a heavy breading or batter that comprises 30% or more of the tenderloin's total weight. Nonfritters have a coating that is less than 30% of the total weight.



# Product Varieties, Specifications & Nutritional Information



Product Code	Description	Case Pack (bags)	Net Wt. (lb.)	Serving Size	Cal.	Fat (g)	Chol. (mg)	Sod. (mg)	Carb. (g)	Prot. (g)	Breeding Type	Marination Level	Preparation Tech.**
<b>MEDIUM BREADED TENDERLOINS</b>													
<b>Ready-to-Cook, Unblanched</b>													
2428	Original Tenderloins, Portion Pack, 4-6 pc./bag	31-37	11.25	3 pc.	140	2.0	30	450	15	15	Classic	8%	FR
2429	Original Tenderloins, Bulk Pack	4/3 lb.	12.00	3 pc.	140	2.0	30	450	15	15	Classic	8%	FR
2552	Mild Tenderloins	4/3 lb.	12.00	3 pc.	170	1.0	40	480	23	19	Classic	15%	FR
919	Light Tenderloins	2/5 lb.	10.00	3 pc.	130	1.0	30	250	15	16	Classic	15%	FR, OV, CV
2556	Original (Seasoned) Tenderloins	3/3 lb.	9.00	2 pc.	130	1.0	25	520	18	14	Classic	15%	FR
100920	Light Cracker Tenderloins	2/5 lb.	10.00	2 pc.	130	0.5	25	380	16	14	Classic	15%	FR

<b>Ready-to-Cook, Blanched</b>													
1572	Original Crumb Tenderloins	2/5 lb.	10.00	3 pc.	220	8.0	35	430	17	18	Classic	8%	FR
1166	Hot 'N Spicy Tenderloins	2/5 lb.	10.00	3 pc.	210	10.0	45	530	12	19	Classic	15%	FR, OV, CV
1662	Home-Style Pepper Tenderloins	2/5 lb.	10.00	3 pc.	270	13.0	30	580	18	19	Home-Style	8%	FR
2545	Buttermilk Zestee Tenderloins	2/5 lb.	10.00	3 pc.	260	13.0	45	600	16	20	Classic	8%	FR
2456	Cracker Zestee Tenderloins	2/5 lb.	10.00	3 pc.	250	11.0	40	1,180	18	20	Classic	15%	FR
3033	Country Tenderloins	2/5 lb.	10.00	3 pc.	230	10.0	50	630	16	19	Home-Style	15%	FR
5002	Wheat Cracker Tenderloins	2/5 lb.	10.00	4 pc.	250	13.0	35	730	13	19	Classic	15%	FR
1165	Hot 'N Spicy Tenderloins, Portion Pack, 4 pc./bag	24-26	8.30	3 pc.	200	10.0	40	500	11	18	Classic	15%	FR, OV, CV

<b>Ready-to-Cook, Blanched, Fritter</b>													
3090	Home-Style Tenderloin Fritters	2/5 lb.	10.00	3 pc.	270	13.0	40	1,150	21	17	Home-Style	20%	FR
2580	Spicy Home-Style Tenderloin Fritters	2/5 lb.	10.00	3 pc.	270	12.0	30	980	21	18	Home-Style	20%	FR
2935	Beer-Battered Tenderloin Fritters	2/5 lb.	10.00	2 pc.	200	9.0	30	650	17	15	Battered	15%	FR

<b>Fully Cooked</b>													
2584	Oven-Prep Tenderloins	2/5 lb.	10.00	2 pc.	210	9.0	30	560	17	15	Classic	n/a	OV, CV, M

## LARGE BREADED TENDERLOINS

<b>Ready-to-Cook, Blanched</b>													
1654	Original Tenderloins	2/5 lb.	10.00	2 pc.	220	8.0	35	430	17	18	Classic	15%	FR
4008	Italian Tenderloins	2/5 lb.	10.00	2 pc.	250	10.0	40	500	22	19	Classic	22%	FR
76156	Savory Tenderloins	2/5 lb.	10.00	2 pc.	250	11.0	40	350	18	19	Classic	15%	FR
76186	Southern Tenderloins	2/5 lb.	10.00	2 pc.	200	9.0	40	590	13	17	Classic	15%	FR

<b>Ready-to-Cook, Fritter</b>													
2523	Steakhouse Tenderloin Fritters	2/5 lb.	10.00	2 pc.	220	9.0	40	910	16	20	Classic	22%	FR
2385	Spicy Tenderloin Fritters	2/5 lb.	10.00	2 pc.	270	12.0	30	950	22	19	Classic	22%	FR
1656	Home-Style Pepper Tenderloin Fritters	2/5 lb.	10.00	2 pc.	330	17.0	35	660	22	22	Home-Style	22%	FR
76101	Savory Tenderloin Fritters	2/5 lb.	10.00	2 pc.	170	7.0	30	350	13	14	Classic	22%	FR

## LARGE UNBREADED TENDERLOINS

<b>Ready-to-Cook</b>													
3349	Flavor-Redi Savory Tenderloins	6/5 lb.	30.00	3 pc.	110	0.5	50	380	Less than 1 gram	25	None	15%	OV, CV

<b>Fully Cooked</b>													
3466	Flavor-Redi Grill-Marked Tenderloins	2/5 lb.	10.00	2 pc.	80	1.0	35	200	Less than 1 gram	16	None	n/a	OV, CV, M, TH
3536	Herb-Grilled Tenderloins	2/5 lb.	10.00	2 pc.	110	1.5	50	650	2	22	None	n/a	TH

FR=Fryer OV=Conventional Oven CV=Convection Oven M=Microwave Oven TH=Thaw  
 \*\*\*Refer to product case label for specific cooking times and temperatures.

For complete ingredient statements and preparation and holding instructions, call 1-800-24-TYSON, ext. 110.



# Flavor Profiles

## BREADED

**Beer-Battered:** Wheat and corn flour breading made with beer and other seasonings.

**Buttermilk Zestee:** Smooth, golden flour breading with buttermilk.

**Country:** Wheat flour breading with black pepper and spicy marinade.

**Cracker Zestee:** Cracker crumb breading with pepper and spices.

**Home-Style:** Flaky wheat flour breading with pepper and other seasonings.

**Home-Style Pepper:** Crunchy, flaky wheat flour breading with coarse black pepper flakes and other spices.

**Hot 'N Spicy:** Enriched, mildly spiced bleached wheat flour.

**Italian:** Flavorful breading with Romano cheese, onion, garlic, and parsley.

**Light:** Flour crumb breading with spices and paprika seasoning.

**Light Cracker:** Wheat flour breading with cracker crumbs and spices.

**Mild:** Crumb breading with mild seasonings.

**Original:** Crumb breading with natural flavoring.

**Oven-Prep:** Wheat flour breading with sugar, paprika, and other seasonings.

**Savory:** Wheat flour breading that creates a golden-brown appearance and locks in flavor and juiciness.

**Southern:** Crumb breading flecked with black pepper.

**Spicy:** Golden-brown pepper-enhanced breading.

**Spicy Home-Style:** Wheat and corn flour breading with garlic, paprika, and other spices.

**Steakhouse:** Wheat and corn flour breading made with nonfat dry milk and eggs.

**Wheat Cracker:** Wheat cracker breading with corn flour, mustard powder, garlic powder, and spices.

## UNBREADED

**Savory:** Subtle marinade highlighting the natural flavor of chicken.

**Herb-Grilled:** Flavored in lightly spiced ginger marinade and enhanced with garlic glaze.

**Grill-Marked:** Subtle mix of herbs and spices with a hint of grilled flavor.

**NOTE:** All tenderloins are marinated in savory marinade unless specified differently.

## Holding

(cooked from frozen)

**Hot Holding:** Above 140°F for the time indicated\*\*

Breaded: Up to 2 hours

Unbreaded: Up to 2 hours

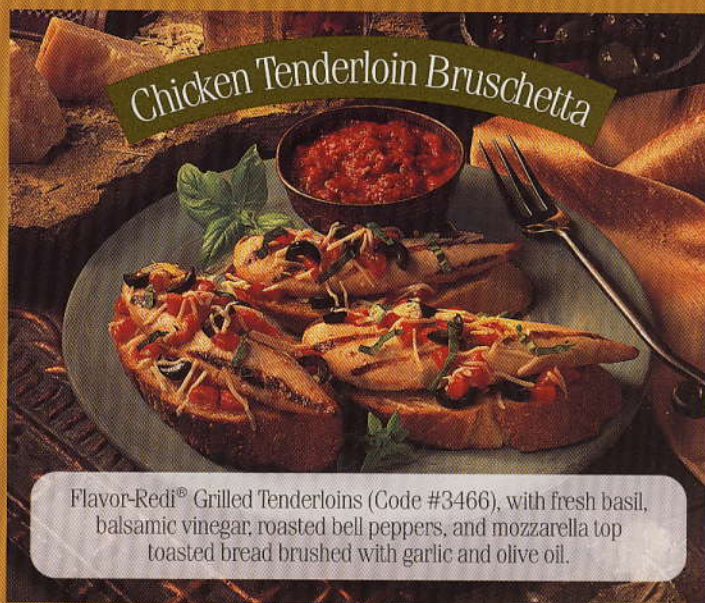
**Cold Holding:** Below 40°F for the time indicated\*\*

Breaded: Up to 3 days

Unbreaded: Up to 5 days

\*\*Holding/shelf life is based on proper handling procedures for prepared products. Times are approximate.

# Menuing Ideas



## Chicken Tenderloin Bruschetta

Flavor-Redi® Grilled Tenderloins (Code #3466), with fresh basil, balsamic vinegar, roasted bell peppers, and mozzarella top toasted bread brushed with garlic and olive oil.



## Cool Chicken Ranch Salad

Mixed greens and red onion rings are topped with Herb Grilled Tenderloins (Code #3536), yellow and red cherry tomatoes, blue cheese crumbles, and ranch dressing, then garnished with black olives. Served with garlic-herb breadsticks.



## Chicken Tenderloin Sampler

Original Crumb Tenderloins (Code #1572), Home-Style Pepper Tenderloins (Code #1662), and Hot 'N Spicy Tenderloins (Code #1166) with honey mustard, barbecue, and spicy ranch dipping sauces. Garnished with zucchini, celery, and carrot sticks.



## Why Tyson?

Over 60 years' experience with chicken

We invest our experience in your success

### Food safety

Attention to food safety is an integral part of the Tyson system all the way from production facilities to recipes

On-site government inspectors and Tyson Quality Assurance Technicians in each processing facility

Products that cook from frozen reduce food-safety hazards

Tyson supports industrywide ServSafe® training by sponsoring the International Food Safety Council (and all Tyson sales and marketing personnel are ServSafe certified)

### Commitment to the environment

Waste by-product recycling, water treatment, and conservation

### Unparalleled resources

Training, merchandising support, recipes, New Courses® Menu Building program, and the most extensive line of chicken products in the industry

### Research and development

Professional food scientists and technicians, fully equipped development kitchens, Corporate Test Pilot Plant, and USDA-approved research and development center

### Total foodservice industry involvement

ACE, ASFSA, FMI, HFM, IDDBA, IFDA, IFMA, NACE, NACS, NACUFS, NCA, NRA, International Food Safety Council, SFM, and WRA

### Tracking consumer and segment trends

Tyson conducts research to understand the latest trends and patron demands, ensuring that products and programs bring maximum benefits

## Why Chicken?

### America's favorite protein

Chicken is on 97% of all foodservice menus

(Source: Chain Account Menu Survey)

Chicken appears on more menus than hamburger

(Source: USDA)

Americans consume more chicken per capita than beef, pork or seafood

(Source: USDA)

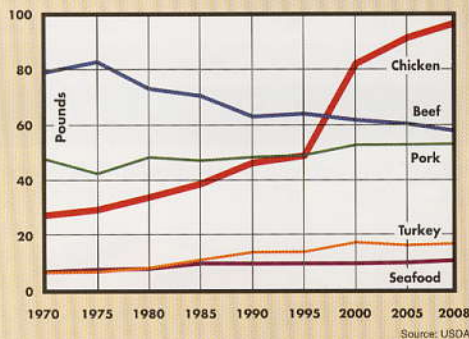
In general, one pound of chicken is only 1/3 the cost of beef

and 1/2 the cost of pork

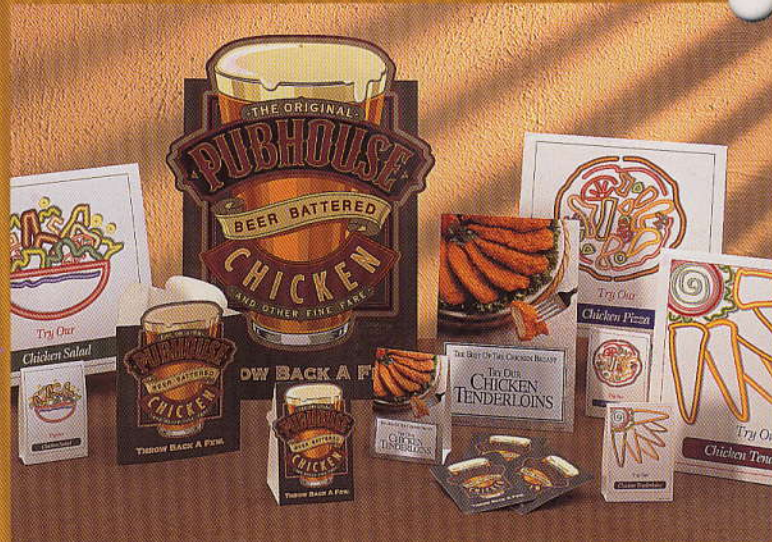
(Source: USDA)

### Chicken consumption is increasing

Annual per capita chicken consumption is projected to increase more than 30% between 1998 and 2008



## Merchandising Materials



Choose from this broad array of point-of-purchase advertising to drive sales of your profitable tenderloins menu items.

### Chicken Tenderloins

A point-of-purchase selection featuring a "Try Our Chicken Tenderloins" message and your choice of mouthwatering four-color photography or illustrated neon-colored product graphics.

Table Tent—4" x 6". TFS-91-846

Counter Card—8" x 12", easel-backed and gloss-coated.  
TFS-91-917

Illustrated Table Tent—3½" x 5¼". TFS-97-1578

Illustrated Counter Card—12" x 12". TFS-97-1579

Illustrated Poster—Approximately 22" x 29". TFS-97-1580

### Pubhouse

These colorful materials all showcase the Pubhouse Beer-Battered Chicken logo with the message "Throw Back a Few."

Table Tent—Die-cut, 4½" x 6¼". TFS-97-1634

Coaster—4" x 5". TFS-97-1635

Dangler—Die-cut, 16" x 22", prepunched hole for ceiling display.  
TFS-97-1636

Counter Card—Die-cut, three 7" x 9" panels, gloss-coated.  
TFS-97-1637

Merchandising materials are available by faxing your order to the attention of the P.O.S. and Premium Department at 501-290-4603.

## Need More Information?



1-800-24-TYSON, ext. 110

Your questions or comments are important.  
Call Monday–Friday, 8 a.m.–5 p.m. EST.



**FAST FACTS VIA FAX**

Call 1-800-223-3755 and enter Business  
Tool 1000 for catalog.



[www.tyson.com](http://www.tyson.com)

For great recipes, food tips, and information  
about our products, visit us on the Internet.



Or write

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*Investing Our Experience  
in Your Success.™*